• Tracking stats and improving fitness
• How do fitness games define “game”
• How motivating can gamification be?
What makes it different?

- Gamify vs video game
- Storyline
- Seasons
- Improving running while making it fun for beginners
- Uses fear – of zombies to make you run faster
- Incentives for playing(supplies/ missions/good story)
- Customization- music, airdrop, races, interval
- Stats and progress tracking
- Running preferences
Demo and Synopsis
Missions

Story - Seasons
Airdrop
Supplies
Interval training
Race days
Unlock more by building
Incentives

Missions – supply gathering
Makes you care about characters
Zombie chases
Stats
Modified for all paces and levels
Statistics

Tracks progress in distance/time
See what makes you run faster
Supply stats
Not as advanced as many fitness apps
What Works

- All audio game
- Continuous flow – don’t need to stop concentrating on running
- Story development – plays out like a tv show/video game
- Easily adaptable
- Stats are helpful for improvement
- You can’t “lose” never have to start over unless you want to replay a mission
- Follows your pace - for all skill levels
What Doesn’t Work

- Common complaint that it’s a little pricey
- Only iTunes compatible with music
- Confusing instructions in the beginning
- Not something that could solely function as a fitness tracker